



Promotion Guide

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www.infantprogram.org

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Introduction to INFANT

What is INFANT?

[INFANT](#) consists of four face-to-face group sessions offered to parents/caregivers when babies are around 3, 6, 9 and 12 months of age; with content reinforced via an evidence-based app for parents called *My Baby Now*. INFANT is designed to help parents and families with healthy eating and active play from the start of their baby's life.

The four face-to-face group sessions run for around 1.5-2 hours and provide contemporary, evidence-informed information tailored to the parents/caregivers who attend the groups, while also promoting group interaction, support and sharing of ideas.

INFANT is delivered by trained facilitators such as Maternal and Child Health (MCH) Nurses, Dietitians, Health Promotion Officers and/or Parent Support Workers. INFANT facilitators have all undertaken [INFANT implementation training](#).

INFANT increases:

- mother's knowledge, self-efficacy and improves dietary patterns
- children's dietary quality
- health professionals' confidence to integrate healthy eating and active play messages into routine consultations with parents

Visit the INFANT website

Our website has all the INFANT information and can be a great source for promotional content. We encourage you to explore these key pages:

- [News](#)
- [Training](#)
- [Sign up to INFANT newsletter](#)
- About INFANT > [What is INFANT?](#) > [Why INFANT?](#) > [The benefits](#)

INFANT partners

We would like to acknowledge our partners and colleagues and thank them for their ongoing involvement and support. Our partners and colleagues are:

Victorian Health Promotion Foundation (VicHealth), Victorian Aboriginal Controlled Community Health Organisation (VACCHO), Victorian Government Department of Health (DH), Municipal Association of Victoria (MAV), City of Whittlesea, Sunraysia Community Health Service, Raising Children Network (RCN), Western Alliance Academic Health Science Centre, The University of Sydney and La Trobe University.

Welcome to your INFANT Promotion Guide

This guide provides simple hints and tips to help you implement and promote INFANT in your community.

Ensure you allow plenty of time to garner interest for INFANT, such as posting pre-developed content, communicating via regular client consults or talking with colleagues. This important work allows key stakeholders to connect to your work, INFANT and its benefits.

Promotion is an ongoing learning process. There will always be bumps in the road, like a stray typo, but you'll warm to it. If you feel as though the resources, we have provided haven't addressed a topic or something could be rephrased, get in touch with the INFANT team (infant-study@deakin.edu.au).

Please take advantage of the INFANT resources during implementation in your Local Government Area (LGA). For access, log-in to the facilitator resource section [here](#).

1.0 Engaging with your audience on social media

You know how best to promote your work to parents/caregivers in your area. Here are some basic but important things to remember before and during the promotion process:

- Post timely content during peak periods, such as after 7pm weekdays and on weekends. Often, this is the time when parents/caregivers with babies are most active online, however, we understand this may not align with your working hours, so assess and adapt this tip as required. It may be useful to 'schedule' posts during these times, if your organisation has that capability.
- Avoid posts with only plain text. Using hashtags or tagging INFANT and our researchers will go a long way towards making your post look and sound engaging, credible and interesting. Try not to have content without people-focused images. The viewer of the post is more likely to engage and be interested if these images are included. Refer to our templates/zip file assets for examples.
- If your post is to an external audience, use Call to Actions (CTAs) at the end of your copy. This gives the reader a way to learn more and to continue looking at your posts. For example, when promoting training a CTA would be something like: Register for training here (include a hyperlink to training)!

2.0 Social media

To spread the word about INFANT, we have developed social media templates which you can use across Twitter, Facebook and other social media platforms that your organisation uses. All imagery assets can be downloaded as a zip file, accessible on the facilitator resource section. For access, log-in to the facilitator resource section [here](#).

Making use of INFANT's social media

The INFANT team have a [Twitter](#) and a [Facebook](#) account. You can find us @INFANTprogram.

Using the INFANT account content can be a great way to get started with your promotional content. We'd love for you to share and re-post from the INFANT accounts.

Suggested hashtags

@INFANTprogram
#activeplay
#healthyeating
@DeakinIPAN
@YOURORGANISATION
#maternalandchildhealth
#parenting



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Twitter templates

TEMPLATE 1.1: Have you heard of @INFANTprogram? It's a free program which is supporting parents and families with healthy eating and active play from the start of their baby's life.

@INCLUDEYOURACCOUNT is bringing #INFANT to our community LINKTOYOURWEBSITE

TEMPLATE 1.2: In need of #parenting support? Register for @INFANTprogram, a feeding and active play program led by health professionals. Get started at LINKTOYOURWEBSITE

TEMPLATE 1.3: Feeding is a learning curve; it can take time, practice and patience, @INFANTprogram experts say. For more #healthyeating messages, join #INFANT: LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 1 IMAGE

TEMPLATE 1.4: During the @INFANTprogram, we encourage you to share mealtimes and find time for active play with your child each day for better #maternalchildhealth. For more #parenting messages, join #INFANT: LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 2 IMAGE

TEMPLATE 1.4: It's important to provide a range of #healthy foods and activities, letting kids decide what and how much to eat and do. For more @INFANTprogram information, join #INFANT: LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 3 IMAGE

TEMPLATE 1.5: Vegies and fruits make great finger foods and snacks, according to our @INFANTprogram experts! Join #INFANT and learn more about #healthyeating and #activeplay: LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 4 IMAGE

TEMPLATE 1.6: Try to provide different coloured vegetables and fruit every meal, says @INFANTprogam. It may take up to 10-15 tries before your child learns to like some #veg, don't give up! Join #INFANT and learn more about #healthyeating: LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 5 IMAGE

TEMPLATE 1.7: Offer water regularly, says @INFANTprogram experts. From 1 year old, water from the tap is the best drink for #children. Join #INFANT and learn more about #healthyeating: LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 6 IMAGE

TEMPLATE 1.8: Screens of any kind aren't recommended for children under 2 years. Children learn more from you and their surroundings when screens are off. Join #INFANT for more #activeplay information:

INCLUDE KEY MESSAGE 7 IMAGE

Facebook templates

TEMPLATE 2.1: Need timely, reliable, research-based information on #INFANT feeding and active play? Get involved in @INFANTprogram just launched @INCLUDEYOURACCOUNT. Register now: LINKTOYOURWEBSITE.

TEMPLATE 2.2: Have you heard of @INFANTprogram? It's a free program which is supporting parents and families with healthy eating and active play from the start of their baby's life.

To learn more, including how @INCLUDEYOURACCOUNT is bringing #INFANT to our community, visit our website.

TEMPLATE 2.3: Feeding is a learning curve; it can take time, practice and patience, @INFANTprogram experts say. Breastmilk is all a baby needs until around 6 months of age and commercial infant formula is the only suitable alternative.

For more #healthyeating information for your baby, join #INFANT @ORGANISATIONNAME: LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 1 IMAGE

TEMPLATE 2.4: From birth, children watch and copy their parents, learning about the world with you. @INFANTprogram encourages you to share mealtimes and find time for active play with your child each day for better #maternalchildhealth.

For more #healthyeating and #activeplay information for your baby, join #INFANT: LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 2 IMAGE

TEMPLATE 2.5: It's important to provide a range of #healthy foods and activities, letting kids decide what and how much to eat and do. @INFANTprogram experts say to keep offering a variety of healthy foods and active play opportunities so they learn to enjoy these with you.

For more #healthyeating and #activeplay information for your baby, join #INFANT: LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 3 IMAGE

TEMPLATE 2.6: Eating a wide range of vegetables and fruits is one of the most important things we can do for our health. @INFANTprogram experts say vegetables and fruits make great finger foods and snacks!

Join #INFANT and learn more #healthyeating information for your baby:
LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 4 IMAGE

TEMPLATE 2.7: Try to provide different coloured vegetables and fruit every meal, @INFANTprogram experts say. It may take up to 10-15 tries before your child learns to like some #veg, don't give up!

This helps your child learn to enjoy these foods. Fresh, frozen or canned vegetables and fruits are all great choices.

Join #INFANT and learn more about #healthyeating for your child: LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 5 IMAGE

TEMPLATE 2.8: Offer water regularly, says @INFANTprogram experts. From 1 year old, water from the tap is the best drink for #children. Avoid fruit juice, soft drink and other sweetened drinks.

Join #INFANT and learn more about #healthyeating for your baby: LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 6 IMAGE

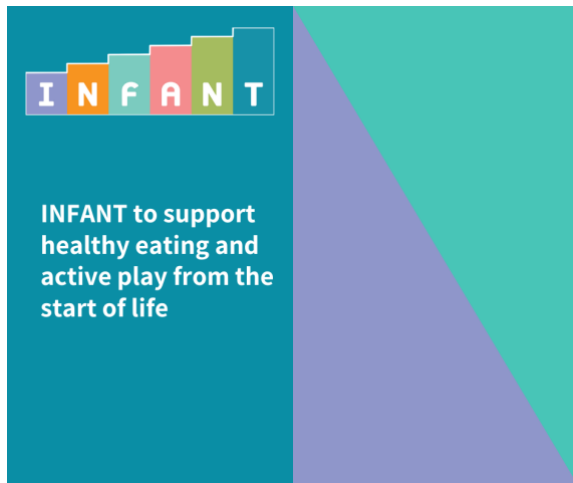
TEMPLATE 2.9: Screens of any kind aren't recommended for children under 2 years. Children learn more from you and their surroundings when screens are off.

Join #INFANT for more #activeplay information for your baby: LINKTOYOURWEBSITE

INCLUDE KEY MESSAGE 7 IMAGE

3.0 Newsletter template

Does your organisation or local council send out a regular newsletter? A regular promotion, or story about the INFANT program could boost registrations.



↓ [Download image via zip file](#)

Subject line: INFANT to support healthy eating and active play from the start of life

Infant Feeding, Active play and NuTrition (INFANT) is an evidence-based initiative led by our local nurses and healthcare practitioners to support families with healthy eating and active play. INFANT has been developed by child health experts and health professionals at Deakin University's Institute for Physical Activity and Nutrition.

INFANT consists of four face-to-face sessions when infants are aged 3 months, 6 months, 9 months and 12 months and access to the *My Baby Now* app, full of practical advice and tips on feeding and active play with your baby.

INFANT covers topics such as introducing solids, food refusal and fussy eating, tummy time, active play ideas and the role that parent wellbeing plays in your baby's life.

Are you a new parent or caregiver and interested in joining INFANT? Register for the next INFANT sessions (INCLUDE YOUR LOCAL REGISTRATION DETAILS) and start learning.

4.0 Media release template

About to launch INFANT in your area? Consider a media release through your organisation or your local council website.



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Title: INFANT supports families during baby’s first thousand days and sessions are now on offer in our council.

The world-leading early intervention to establish healthy eating and active play habits for first-time families and their babies is now available at (YOUR ORGANISATION).

Infant Feeding, Active play and NuTrition (INFANT), developed by child health experts and health professionals at Deakin University’s Institute for Physical Activity and Nutrition (IPAN), provides Victorian families with structured advice to guide healthy habits.

INFANT includes four face-to-face sessions in conjunction with the *My Baby Now* app and is available from today. INFANT aims to give families a credible, trusted information to establish positive lifestyle behaviours from the start of life.

Families who participated in the original INFANT research between 2008 and 2010 reported better dietary habits, such as eating more fruits and vegetables, drinking more water and fewer sugar sweetened beverages and sweet snacks; as well as reduced television viewing time. These effects were maintained or improved as children got older.

NAME OF ORGANISATION STAFF MEMBER, from ORGANISATION NAME, said INFANT will support/provide/allow parents...

“INCLUDE A QUOTE ABOUT WHAT THE PROGRAM CAN DO FOR YOUR COMMUNITY.”

Are you a parent or caregiver and interested in joining INFANT? Register for the next INFANT session here (INCLUDE YOUR LOCAL REGISTRATION DETAILS).

5.0 Email and website banners

We encourage you to attach these banners to your email signatures and hyperlink to relevant website pages/email addresses for parents to learn more about INFANT.



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6.0 INFANT style

If you're creating content outside of these templates – it's important to read this section – this style is to support consistency across all communications.

Grammar, spelling and general names

- Write INFANT in full when first mentioned in an article/media release/newsletter message with correct capitalisation (i.e., Infant Feeding, Active play and NuTrition) – not required in tweets/social media posts. Subsequent references should be written as INFANT.
- When introducing INFANT, Deakin should be mentioned accordingly: 'Infant Feeding, Active play and NuTrition, developed by Deakin University's Institute for Physical Activity and Nutrition.'

Describing INFANT

- INFANT may be referred to as the 'INFANT program' when speaking to a parent audience.
- When referring to INFANT, you must ensure it is explained using the following text:

"INFANT consists of four face-to-face group sessions offered to parents and caregivers when babies are around 3, 6, 9 and 12 months of age; with content reinforced via an evidence-based app called *My Baby Now*".

- Program, if used, should not be capitalised – should always read; 'INFANT program'.

7.0 Guidance about using the INFANT logo



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When communicating via website or newsletter about INFANT, we encourage you to include the INFANT logo **and** the following statement: "INFANT has been developed by Deakin University's Institute for Physical Activity and Nutrition." The statement can either be included in the body copy, at the bottom of the page or relevant section. If you are unable to fit the INFANT logo, then please ensure the INFANT statement is used. This acknowledges our involvement and importantly builds the trust of families undertaking INFANT.

- You can use this for:
 - Internal communications
 - Letters to parents/caregivers
 - Your promotional flyer – find the INFANT flyer template on the facilitator resource section of the website, log in [here](#).
- You must make sure the logo ratio is 'locked' so that the dimension ratios are not altered; that is, so that it does not appear stretched or squashed.
 - To do this: Hold the Shift key and drag the right-hand corner to make larger or small, the image ratio will stay the same.
- Please note that the Deakin University logos, and logos of our partners are not to be used for local promotions. Thank you for your understanding.

8.0 Local communication support

We understand resourcing for communication support can be different from area to area, but we also encourage you to connect with your local council and community health's marketing and communications teams for promotion support locally.